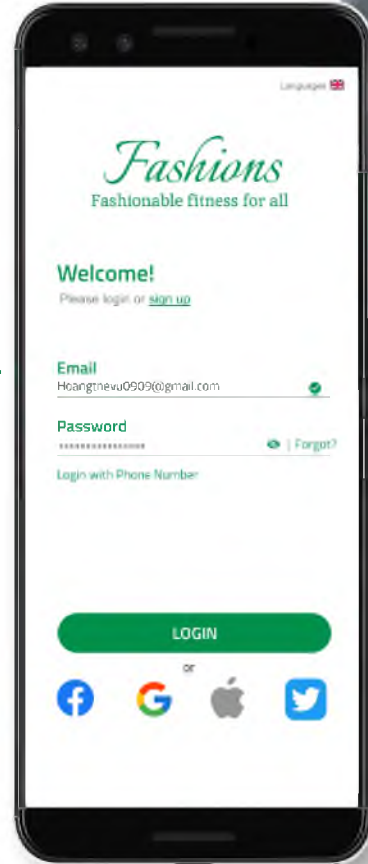# Shopping online

Hoang The Vu
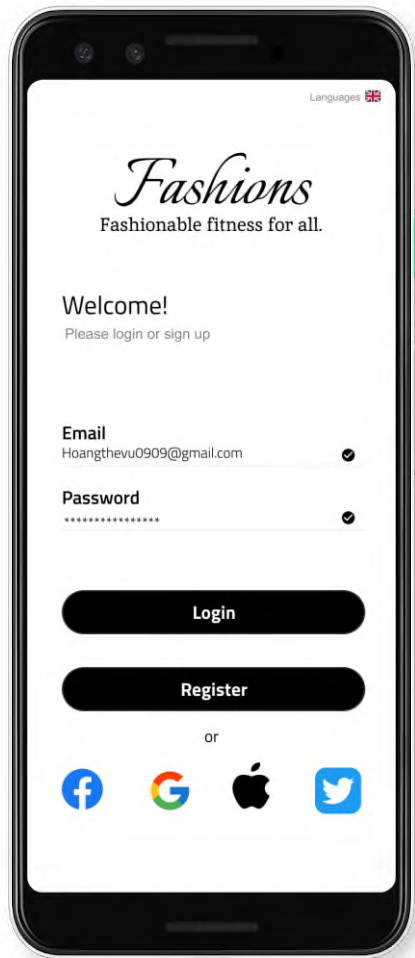
Shopping online

Google

Project overview

The product:

Fashions is an e-commerce platform app mobile. Target users are young people who like to shop for sports fashion. Fashions goal is to make shopping fast, easy, friendly

Project duration:

6 months

Project overview

The problem:

- Some available online shopping app have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.

The goal:

Design Fashions app mobile to be user friendly by providing clear navigation and offering a checkout process

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

Customers shopping fashion sport online: survey what do they want, how to make them comfortable when shopping online, review UI, UX of application.
In order to comprehend the target user and their needs better, I conducted user interviews, which I then translated into empathy maps. Even if they are brand loyal customers, I discovered that many of my target customers like to find collection before purchasing them.

In order to maintain a pleasant experience, the check-out procedure should be easy and user-friendly

User research: pain points

1

Pain point

- Users don't want to waste their time trying to find out when they can place an order

2

Pain point

- Hard to use app
- The payment takes a long time

3

Pain point

- Payment methods are limited
- Can't contact seller

4

Pain point

- Online shopping don't know if the product is suitable
- Customers don't know what people think about the product

Persona: Ho Minh Thanh

Ho Minh Thanh

Age: 28
Education: Academy of Finance
Hometown: Hanoi
Family: Single
Occupation: Auditor

"I love sport fashion, but I don't have time to buy direct"

GOALS
- Buy sport fashion for him or his friend
- Can see production online and contact direct to supplier
- To minimize time movement, and chose production

Frustrations
- After buy product it can be not fit for him
- Must wait a long time for receive product
- Product is fake

Thanh is an auditor with a busy and demanding schedule. He always uses smartphone contact with the client and has no time for movement to shopping. He hopes can shop sports fashion online.

Persona: Nguyen Hoang Mai

Nguyen Hoang Mai

"I want to buy fashion sport has brand. It quality highly and beautiful"

GOALS
- For purpose exercise everyday
- Hunt voucher discount
- Buy for her boyfriend

Frustrations
- Scared fake product
- Not fit for her
- Few products to choose

Age: 25
Education: Academy of Finance
Hometown: Hanoi
Family: Single
Occupation: Banker

Mai is an auditor with a busy and demanding schedule. She often spends a lot of time traveling to fashion stores to choose and try on clothes. Plus, Stores don't usually have many payment methods

Competitive Audit Report

|	Coolmate	Li-Ning sport
Competitor information	A start-up company, they usually have discount event and bussiness a lot of channel sale different	A famous sports fashion Chinese brand, they have unique products and a lot of stores in Vietnam
Type and quality of competitors' products	Coolmate Vietnam is more ornate in terms of visuals and is geared towards users navigating to their menus. Products are diverse and rich but also because they do not have outstanding products, the management is more difficult. They also leave product reviews from customers who have purchased. However, inserting too many videos also affects the customer experience negatively. Longer data load speed, customers have to see too many ads	Lining sport's interface is simple, so it's easy to use. It allows the user to choose the product type, size, color, etc. However, it does not show the user's purchases, reviews and comments. The remaining number of discount codes is also not updated, often not applied, leading to possible cancellation of the order at the payment stage.
Competitors position themselves in the market	Coolmate Fashion could position itself in the Vietnam's market based on price, quality, style and design, or sustainability relative to its competitors. By identifying its unique strengths and differentiators, Coolmate Fashion can develop a positioning strategy that effectively communicates its value proposition to customers and sets it apart from its competitors.	Li-Ning may position itself through competitive pricing, Chinese heritage, innovation and design, athlete endorsements, or sustainability. Li-Ning's positioning strategy will depend on its target market, brand identity, and competitive landscape, and it can develop a strategy that communicates its unique value proposition to customers.

Competitive Audit Report

	Coolmate	**Li-Ning sport**
Competitors' strengths	• Coolmate's strengths: • Product variety • Good price • KOL's endorsements, and • The company can convey to customers towards serving the community	• Competitive pricing • Innovative designs, • Athlete endorsements, and • Strong brand recognition
Competitors' weaknesses	• Inserting multiple videos causes data to load slowly • Many different products resulting in not being able to highlight the main product, large research and production costs, and difficult product management	• No video of the product • No review of the customer after purchase • They need improving delivery tracking and making sure their delivery ETAs are accurate

User journey map

Goal: Find how to purchase the product

| Action	Select brand/product	Information of product	Purchases product	Complete Order
Task list	Task A. Decide brand or product type B. How many products are sold? C. Which products are on sale?	Task A. Read the description of the product B. Image of product C. Review of Customer	Task A. Decide size, color, quantity B. Price of invoice C. Discount apply	Task A. Confirm order B. Provide payment information C. Get directions to receive product
Feeling Adjective	• Overwhelmed by number of brand/product • Excited to find a exactly brand/product they love	• Nervous buy fake product, not fit with them • Scared not like as actually	• Excited to find a product cheaper than store • Scared not like as actually	• Limited type payment • Nervous wait for a long time to received product • Happy to wear after receive
Improvement opportunities	• Add function for app Customer can contact Supplier.	• Add function Customer can refund product in 7-14 days • Optimize app for screen reader technologies	• Provide option to decide size, color, quantity in-app • Customer can add voucher discount	• Customer can rate, review product after receive • Can contact supporter when need

User Flow

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies
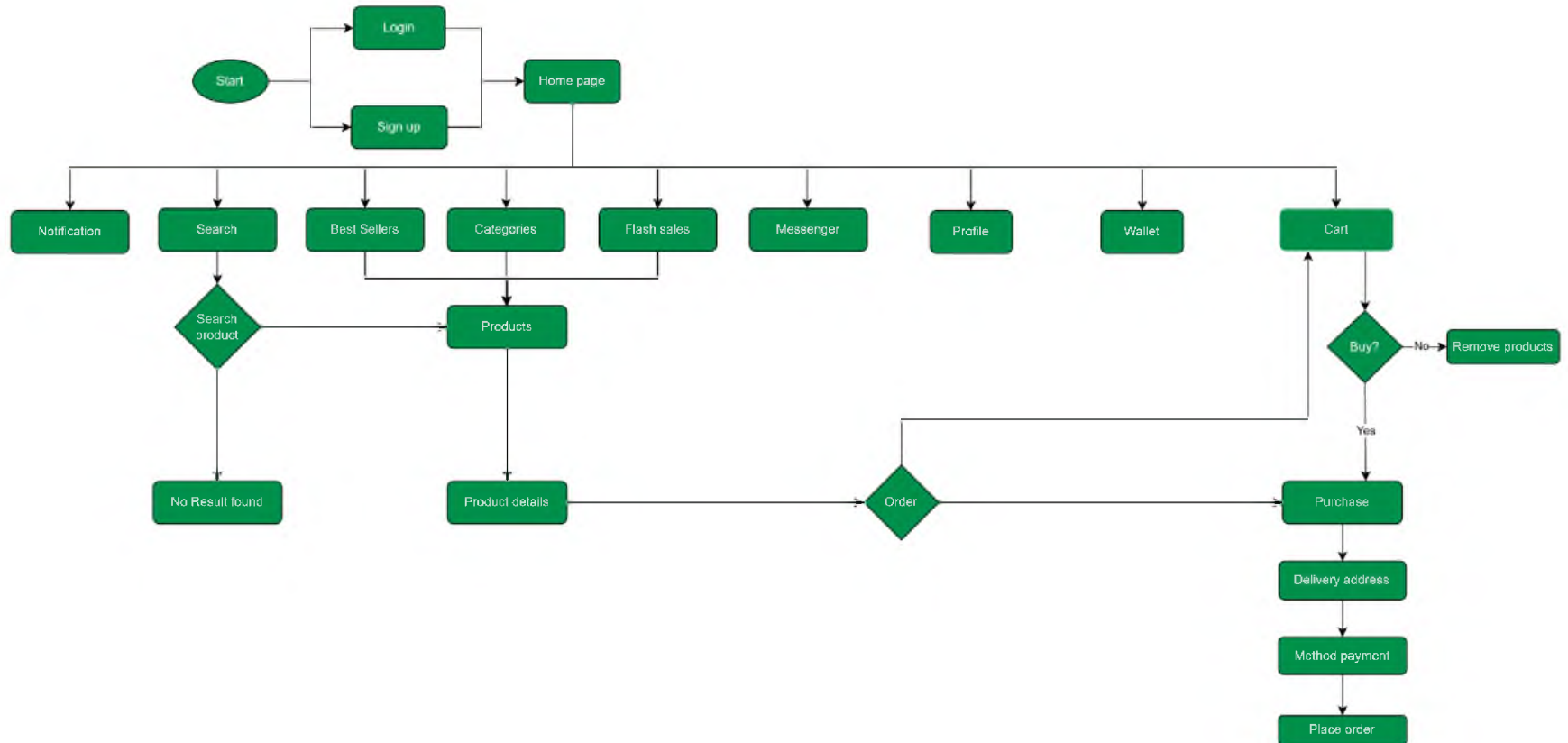
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research

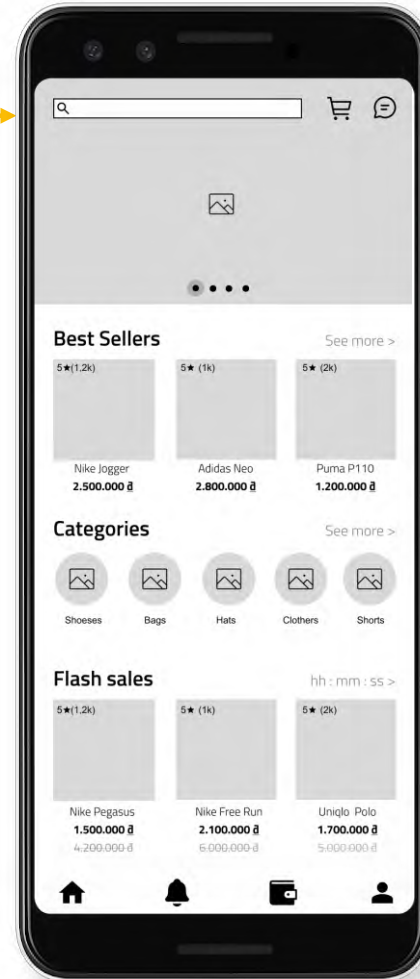This button provides an easy option for users to make their own pizza
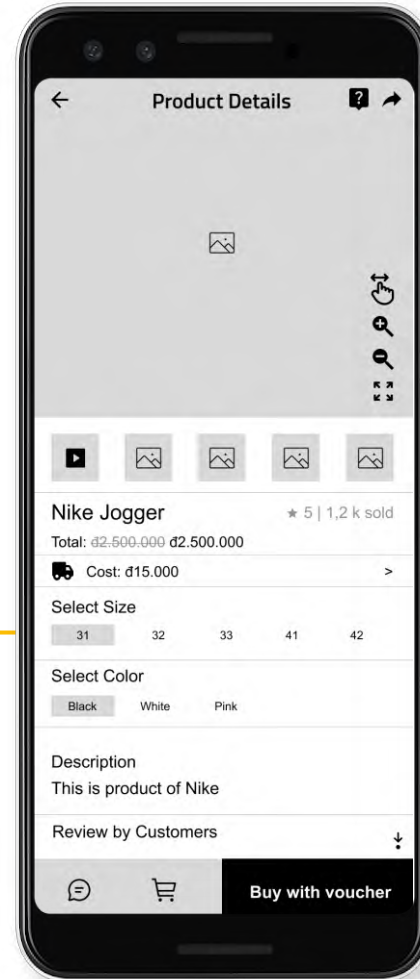
this button help user view detail product

This button make product easy add to cart or fast to buy it

Digital wireframes

Easy search product and
access to navigation with
assistive technologies

Users can easily
search for
products they
are interested in

Best Sellers   See more >

5★(1.2k)   5★ (1k)   5★ (2k)

Nike Jogger   Adidas Neo   Puma P110
2.500.000 ₫ **2.800.000 ₫** **1.200.000 ₫**

Categories   See more >

Shoeses   Bags   Hats   Clothers   Shorts

Flash sales   hh : mm : ss >

5★(1.2k)   5★ (1k)   5★ (2k)

Nike Pegasus   Nike Free Run   Uniqlo Polo
1.500.000 ₫ **2.100.000 ₫** **1.700.000 ₫**
4.200.000 ₫   6.000.000 ₫   5.000.000 ₫

Easy access to
navigation
that's screen
reader friendly

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and ordering product fashion, so the prototype could be used in a usability study with users.

View the Fashions

[Low-fidelity prototype](#)
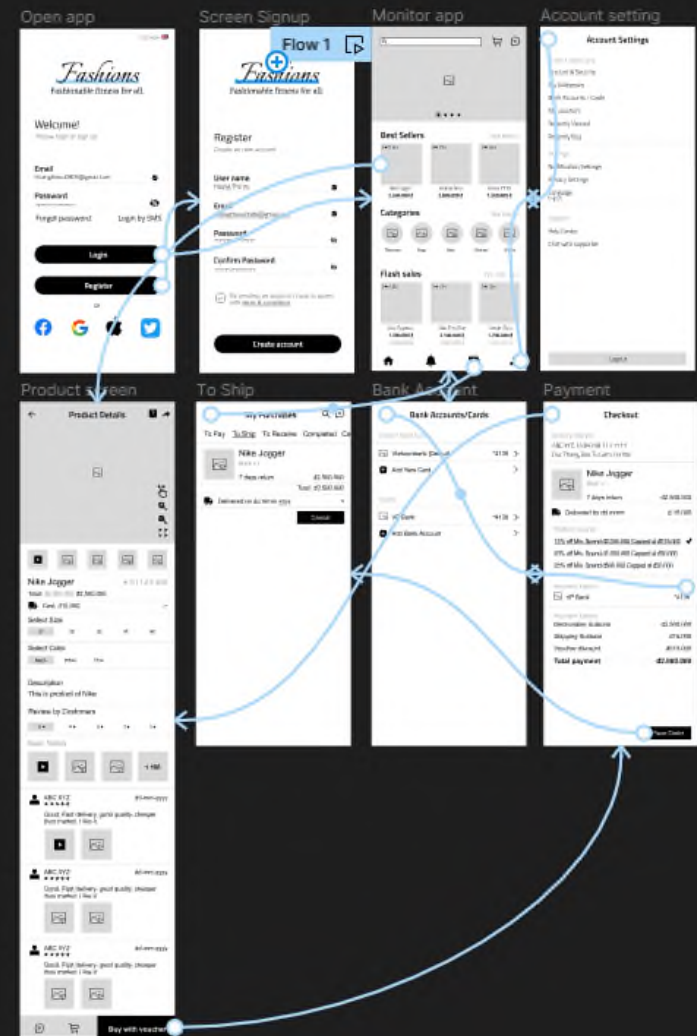
Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want to edit information of product in the cart

2. Users want to contact with supplier to get more information of the product

3. Users want to see Recently viewed product

Round 2 findings

1. The login process need faster and more option

2. Users want to know question for product from other customer
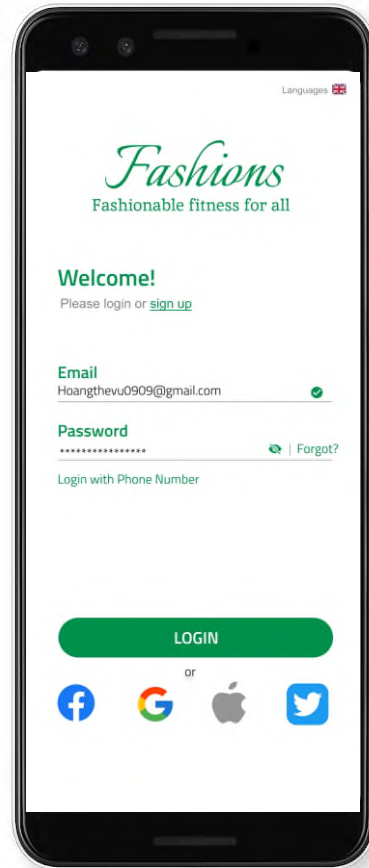
3. Unable to recover password forgot

Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **login account to the application.** I also revised the design so users see all the login options when they first land on the screen
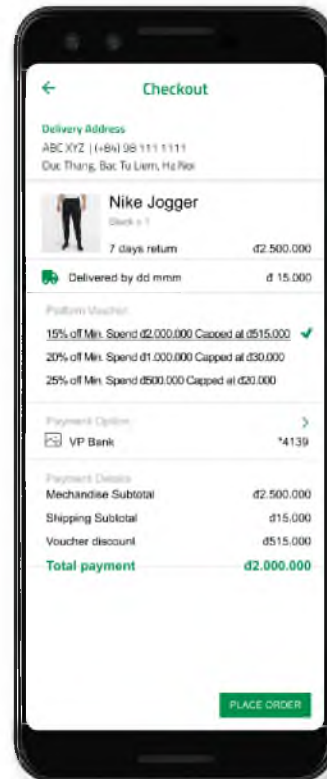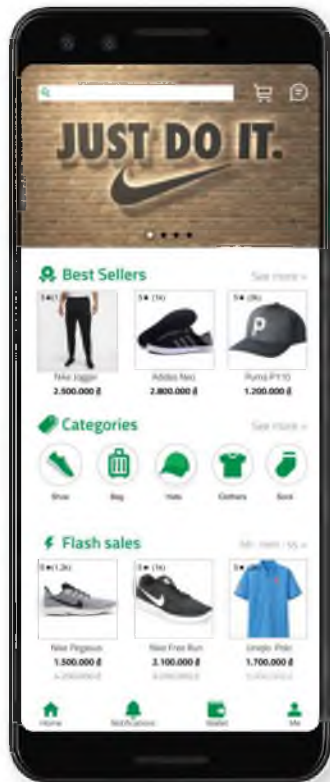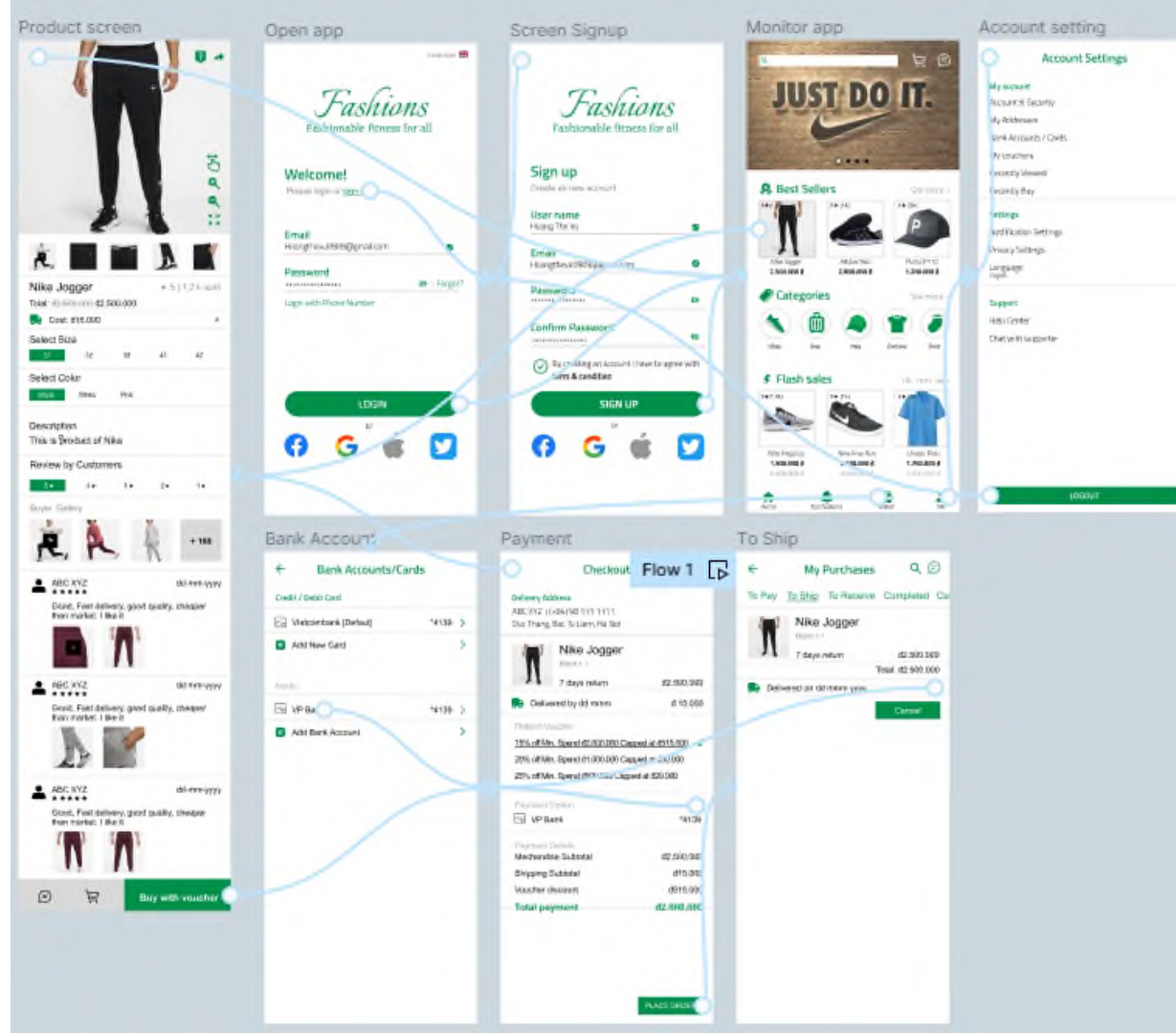
Before usability study
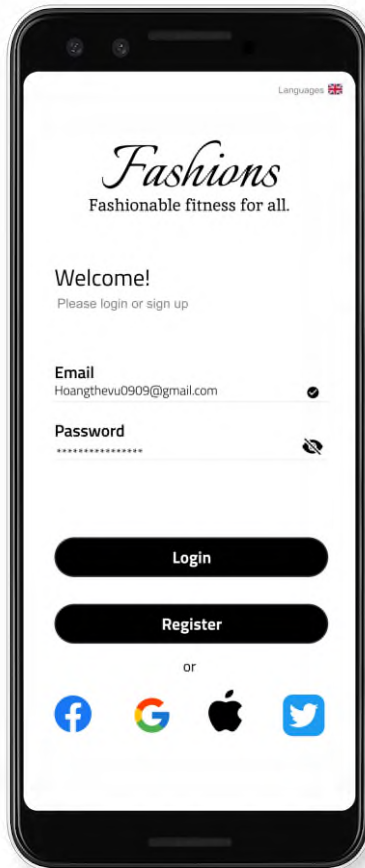
After usability study

Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for shopping online. It also met user needs for a pickup or delivery option as well as more customization.

Link view [high-fidelity prototype](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers

2

Used icons to help make navigation easier

3

Used detailed imagery for each description to help all users better understand the designs.

Takeaways

Impact:

The app makes users feel like easy to shopping online, they can find the fashion sport they need.

What I learned:

While designing the fashions app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed

2

Conduct more user research to determine any new areas of need

Let's connect!

Thank you for your time reviewing my work on the Fashions! If you'd like to see more or get in touch, my contact information is provided below.

Email: Hoangthevu0909@gmail.com